GRAPHIC DESIGN CURRICULUM FRAMEWORK

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INTRODUCTION

The Nevada CTE Curriculum Frameworks are a resource for Nevada's public and charter schools to design, implement, and assess their CTE programs and curriculum. The content standards identified in this document are listed as a model for the development of local district programs and curriculum. They represent rigorous and relevant expectations for student performance, knowledge, and skill attainment which have been validated by industry representatives.

The intent of this document is to provide a resource to districts as they develop and implement CTE programs and curricula.

This program ensures the following thresholds are met:

- The CTE course and course sequence teaches the knowledge and skills required by industry through applied learning methodology and, where appropriate, work-based learning experiences that prepare students for careers in high-wage, high-skill and/or high-demand fields. Regional and state economic development priorities shall play an important role in determining program approval. Some courses also provide instruction focused on personal development.
- The CTE course and course sequence includes leadership and employability skills as an integral part of the curriculum.
- The CTE course and course sequence are part of a rigorous program of study and include sufficient technical challenge to meet state and/or industry-standards.

The CTE program components include the following items:

- Program of Study
- State Skill Standards
- Employability Skills for Career Readiness Standards
- Curriculum Frameworks
- Technical Assessment
- Certification of Program Completion

The Nevada CTE Curriculum Frameworks are organized utilizing the recommended course sequencing listed in the Program of Study and the CTE Course Catalog. The framework identifies the recommended content standards, performance standards, and performance indicators that should be taught in each course.

NEVADA DEPARTMENT OF EDUCATION
CURRICULUM FRAMEWORK FOR
GRAPHIC DESIGN

PROGRAM TITLE:	**GRAPHIC DESIGN**
STATE SKILL STANDARDS:	**GRAPHIC DESIGN**
STANDARDS REFERENCE CODE:	**GRA**
CAREER CLUSTER:	**A/V, ARTS AND TECHNOLGOY**
CAREER PATHWAY:	**VISUAL ARTS**
PROGRAM LENGTH:	**3 LEVELS (L1, L2, L3C)**
PROGRAM ASSESSMENTS:	**GRAPHIC DESIGN** **WORKPLACE READINESS SKILLS**
CTSO:	**SKILLSUSA / FBLA**
GRADE LEVEL:	**9-12**
AVAILABLE INDUSTRY CERTIFICATIONS/LICENSES PROVIDERS:	**ADOBE CERTIFIED ASSOCIATE**

PROGRAM PURPOSE

The purpose of this program is to prepare students for postsecondary education and employment in the Graphic Design industry.

The program includes the following state standards:

- Nevada CTE Skill Standards: Graphic Design
- Employability Skills for Career Readiness
- Common Core State Standards (alignment shown in the Nevada CTE Skill Standards)
- Nevada State Science Standards (alignment shown in the Nevada CTE Skill Standards)
- Common Career Technical Core (alignment shown in the Nevada CTE Skill Standards)

CAREER CLUSTERS

The National Career Clusters™ Framework provides a vital structure for organizing and delivering quality CTE programs through learning and comprehensive programs of study (POS). In total, there are 16 Career Clusters in the National Career Clusters™ Framework, representing more than 79 Career Pathways to help students navigate their way to greater success in college and career. As an organizing tool for curriculum design and instruction, Career Clusters™ provide the essential knowledge and skills for the 16 Career Clusters™ and their Career Pathways.*

*Cite: National Association of State Directors of Career Technical Education Consortium. (2012). Retrieved from http://www.careertech.org/career-clusters/glance/careerclusters.html

PROGRAM OF STUDY

The program of study illustrates the sequence of academic and career and technical education coursework that is necessary for the student to successfully transition into postsecondary educational opportunities and employment in their chosen career path.

CAREER AND TECHNICAL STUDENT ORGANIZATIONS (CTSO)

To further the development of leadership and technical skills, students must have opportunities to participate in one or more of the Career and Technical Student Organizations (CTSOs). CTSOs develop character, citizenship, and the technical, leadership and teamwork skills essential for the workforce and their further education. Their activities are considered a part of the instructional day when they are directly related to the competencies and objectives in the course. (per NAC 389.800 section 3a)

PROGRAM STRUCTURE

The core course sequencing provided in the following table serves as a guide to schools for their programs of study. Each course is listed in the order in which it should be taught and has a designated level. Complete program sequences are essential for the successful delivery of all state standards in each program area.

GRAPHIC DESIGN Core Course Sequence	
COURSE NAME	**LEVEL**
Graphic Design I	L1
Graphic Design II	L2
Graphic Design III	L3C

The core course sequencing with the complementary courses provided in the following table serves as a guide to schools for their programs of study. Each course is listed in the order in which it should be taught and has a designated level. A program does not have to utilize all of the complementary courses in order for their students to complete their program of study. Complete program sequences are essential for the successful delivery of all state standards in each program area.

GRAPHIC DESIGN Core Course Sequence with Complementary Courses	
COURSE NAME	**LEVEL**
Graphic Design I	L1
Graphic Design II	L2
Graphic Design II LAB*	L2L
Graphic Design III	L3C
Graphic Design III LAB*	L3L
Graphic Design Advanced Studies*	AS

*Complementary Courses

EMPLOYABILITY SKILLS FOR CAREER READINESS

Employability skills, often referred to as "soft skills", have for many years been a recognizable component of the standards and curriculum in career and technical education programs. The twenty-one standards are organized into three areas: (1) Personal Qualities and People Skills; (2) Professional Knowledge and Skills; and (3) Technology Knowledge and Skills. The standards are designed to ensure students graduate high school properly prepared with skills employers prioritize as the most important. Instruction on all twenty-one standards should be part of each course of the CTE program. Students are expected to demonstrate proficiency in the Employability Skills for Career Readiness upon completion of a CTE course sequence. (per NAC 389.800 section 1)

CTE / ACADEMIC CREDIT

Career and technical education courses meet the credit requirements for high school graduation (1 unit of arts and humanities or career and technical education). Some career and technical education courses meet academic credit for high school graduation. Please refer to the local high schools course catalog or contact the local high school counselor for more information. (per NAC 389.672)

TECHNICAL ASSESSMENT

An end-of-program technical assessment has been developed to align with the Nevada CTE Skill Standards for this program. This assessment provides a measurement of student technical skill attainment. Students who complete a program will be assessed on their skill attainment during the completion level course. Completion level courses are identified by the letter "C". (Level = L3C) (per NAC 389.800 section 1)

ARTICULATION

An articulation agreement is an officially approved agreement that matches coursework between the secondary and postsecondary institutions. These agreements are designed to help students make a smooth transition from secondary to postsecondary institutions. The articulation agreement identifies the specific courses that align and are accepted for credit at the postsecondary level.

Each local high school and college maintains their agreements. Please refer to the local high schools course catalog or contact the local high school counselor for more information.

CERTIFICATION OF PROGRAM COMPLETION

A student must be given a certificate upon completion of a course of study in an occupation which states the level of performance the pupil has attained in specific skills identified by representatives of business or industry. (per NAC 389.800 section 3b)

CTE GRADUATION ENDORSEMENT

A student qualifies for a CTE endorsement on their high school diploma after successfully completing the CTE program of study and meeting all academic requirements governing receipt of a standard diploma. (per NAC 389.815)

CORE COURSE:
RECOMMENDED STUDENT PERFORMANCE STANDARDS

COURSE TITLE:	**Graphic Design I**
ABBR. NAME:	**GRAPHIC DESG I**
CREDITS:	**1**
LEVEL:	**L1**
CIP CODE:	**50.0409**
PREREQUISITE:	**None**
CTSO:	**SkillsUSA / FBLA**

COURSE DESCRIPTION

This course is designed to introduce students to the fundamental skills and knowledge needed to create graphic works using industry-standard hardware and software for a variety of purposes and outputs. Areas of study include the understanding of the industry history, terminology, color, design principles, typography and ethical and legal issues related to graphic designs. Emphasis is placed on layout design and the creation and manipulation of graphics.

TECHNICAL STANDARDS

CONTENT STANDARD 1.0 : DEMONSTRATE KNOWLEDGE OF THE GRAPHICS INDUSTRY

Performance Standard 1.1 : Demonstrate Knowledge of the History of the Graphic Design Field

Performance Indicators : 1.1.1-1.1.2

Performance Standard 1.2 : Communicate Ideas Using Appropriate Industry Terminology

Performance Indicators : 1.2.1

CONTENT STANDARD 2.0 : APPLY ELEMENTS AND PRINCIPLES OF DESIGN TO COMMUNICATE VISUALLY

Performance Standard 2.1 : Identify and Apply the Elements of Design

Performance Indicators : 2.1.1, 2.1.4-2.1.5

Performance Standard 2.2 : Identify and Apply the Principles of Design

Performance Indicators : 2.2.3

Performance Standard 2.3 : Identify and Apply the Principles of Typography

Performance Indicators : 2.3.1-2.3.2

Performance Standard 2.4 : Apply Principles and Elements of Design to Layout

Performance Indicators : 2.4.6

CONTENT STANDARD 3.0 : DEMONSTRATE KNOWLEDGE OF THE KEY ASPECTS OF PRODUCTION USING INDUSTRY STANDARD SOFTWARE

Performance Standard 3.1 : Demonstrate Knowledge of Concept Development

Performance Indicators : 3.1.1-3.1.2

Performance Standard 3.2 : Demonstrate Knowledge of Image Creation and Manipulation

Performance Indicators : 3.2.1-3.2.2

Performance Standard 3.3 : Demonstrate Applications of Media Outputs

Performance Indicators : 3.3.1-3.3.2

CONTENT STANDARD 4.0 : DEMONSTRATE KNOWLEDGE OF ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN

Performance Standard 4.1 : Demonstrate Knowledge of Copyright and Intellectual Property Law

Performance Indicators : 4.1.1, 4.1.3

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Performance Standard 4.2 : Demonstrate Ethical Behavior as it Relates to the Industry
Performance Indicators : 4.2.3

CONTENT STANDARD 5.0 : CREATE AND MAINTAIN A PERSONAL PORTFOLIO
Performance Standard 5.1 : Create and Maintain a Personal Portfolio
Performance Indicators : 5.1.1

EMPLOYABILITY SKILLS FOR CAREER READINESS STANDARDS

CONTENT STANDARD 1.0 : DEMONSTRATE EMPLOYABILITY SKILLS FOR CAREER READINESS
Performance Standard 1.1 : Demonstrate Personal Qualities and People Skills
Performance Indicators : 1.1.1-1.1.7
Performance Standard 1.2 : Demonstrate Professional Knowledge and Skills
Performance Indicators : 1.2.1-1.2.10
Performance Standard 1.3 : Demonstrate Technology Knowledge and Skills
Performance Indicators : 1.3.1-1.3.4

ALIGNMENT TO COMMON CORE AND STATE SCIENCE STANDARDS*

English Language Arts: Reading Standards for Literacy in Science and Technical Subjects
Writing Standards for Literacy in Science and Technical Subjects
Speaking and Listening

Mathematics: Mathematical Practices

***** Refer to the Graphic Design Standards for alignment by performance indicator

CORE COURSE:
RECOMMENDED STUDENT PERFORMANCE STANDARDS

COURSE TITLE:	**Graphic Design II**
ABBR. NAME:	**GRAPHIC DESG II**
CREDITS:	**1**
LEVEL:	**L2**
CIP CODE:	**50.0409**
PREREQUISITE:	**Graphic Design I**
CTSO:	**SkillsUSA / FBLA**

COURSE DESCRIPTION

This course is a continuation of Graphic Design I. This course provides advanced graphic design students with instruction in advanced techniques and processes. Students will work on projects simulating challenges found in the design industry such as corporate identity, publishing, advertising, and web applications. Students will develop their skills utilizing industry-standard software and equipment. Portfolio development will be emphasized. The appropriate use of technology and industry-standard equipment is an integral part of this course.

TECHNICAL STANDARDS

CONTENT STANDARD 1.0 : DEMONSTRATE KNOWLEDGE OF THE GRAPHICS INDUSTRY

Performance Standard 1.1 : Demonstrate Knowledge of the History of the Graphic Design Field

Performance Indicators : 1.1.1-1.1.4

Performance Standard 1.2 : Communicate Ideas Using Appropriate Industry Terminology

Performance Indicators : 1.2.1-1.2.2

CONTENT STANDARD 2.0 : APPLY ELEMENTS AND PRINCIPLES OF DESIGN TO COMMUNICATE VISUALLY

Performance Standard 2.1 : Identify and Apply the Elements of Design

Performance Indicators : 2.1.1-2.1.5

Performance Standard 2.2 : Identify and Apply the Principles of Design

Performance Indicators : 2.2.1-2.2.3

Performance Standard 2.3 : Identify and Apply the Principles of Typography

Performance Indicators : 2.3.1-2.3.3

Performance Standard 2.4 : Apply Principles and Elements of Design to Layout

Performance Indicators : 2.4.1-2.4.10

CONTENT STANDARD 3.0 : DEMONSTRATE KNOWLEDGE OF THE KEY ASPECTS OF PRODUCTION USING INDUSTRY STANDARD SOFTWARE

Performance Standard 3.1 : Demonstrate Knowledge of Concept Development

Performance Indicators : 3.1.1-3.1.2

Performance Standard 3.2 : Demonstrate Knowledge of Image Creation and Manipulation

Performance Indicators : 3.2.1-3.2.5

Performance Standard 3.3 : Demonstrate Applications of Media Outputs

Performance Indicators : 3.3.1-3.3.2

Performance Standard 3.5 : Identify and Apply the Design Process

Performance Indicators : 3.5.1-3.5

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CONTENT STANDARD 4.0 : DEMONSTRATE KNOWLEDGE OF ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN

Performance Standard 4.1 : Demonstrate Knowledge of Copyright and Intellectual Property Law

Performance Indicators : 4.1.1-4.1.5

Performance Standard 4.2 : Demonstrate Ethical Behavior as it Relates to the Industry

Performance Indicators : 4.2.1, 4.2.3

CONTENT STANDARD 5.0 : CREATE AND MAINTAIN A PERSONAL PORTFOLIO

Performance Standard 5.1 : Create and Maintain a Personal Portfolio

Performance Indicators : 5.1.1-5.1.3

Performance Standard 5.2 : Demonstrate the Process of Evaluating Portfolios

Performance Indicators : 5.2.1-5.2.2

EMPLOYABILITY SKILLS FOR CAREER READINESS STANDARDS

CONTENT STANDARD 1.0 : DEMONSTRATE EMPLOYABILITY SKILLS FOR CAREER READINESS

Performance Standard 1.1 : Demonstrate Personal Qualities and People Skills

Performance Indicators : 1.1.1-1.1.7

Performance Standard 1.2 : Demonstrate Professional Knowledge and Skills

Performance Indicators : 1.2.1-1.2.10

Performance Standard 1.3 : Demonstrate Technology Knowledge and Skills

Performance Indicators : 1.3.1-1.3.4

ALIGNMENT TO COMMON CORE AND STATE SCIENCE STANDARDS*

English Language Arts: Reading Standards for Literacy in Science and Technical Subjects
Writing Standards for Literacy in Science and Technical Subjects
Speaking and Listening

Mathematics: Mathematical Practices

***** Refer to the Graphic Design Standards for alignment by performance indicator

CORE COURSE:
RECOMMENDED STUDENT PERFORMANCE STANDARDS

COURSE TITLE:	**Graphic Design III**
ABBR. NAME:	**GRAPHIC DESG III**
CREDITS:	**1**
LEVEL:	**L3C**
CIP CODE:	**50.0409**
PREREQUISITE:	**Graphic Design II**
PROGRAM ASSESSMENTS:	**GRAPHIC DESIGN** **WORKPLACE READINESS SKILLS**
CTSO:	**SkillsUSA / FBLA**

COURSE DESCRIPTION

This course is a continuation of Graphic Design II. This course provides advanced graphic design students with instruction in advanced techniques and processes. Students will work on projects simulating challenges found in the design industry such as corporate identity, publishing, advertising, web applications, and package design. Portfolio development will be emphasized. The appropriate use of technology and industry-standard equipment is an integral part of this course. Upon successful completion of this course, students will have acquired entry-level skills for employment and be prepared for postsecondary education.

TECHNICAL STANDARDS

CONTENT STANDARD 1.0 : DEMONSTRATE KNOWLEDGE OF THE GRAPHICS INDUSTRY

Performance Standard 1.1 : Demonstrate Knowledge of the History of the Graphic Design Field

Performance Indicators : 1.1.1-1.1.4

Performance Standard 1.2 : Communicate Ideas Using Appropriate Industry Terminology

Performance Indicators : 1.2.1-1.2.2

CONTENT STANDARD 2.0 : APPLY ELEMENTS AND PRINCIPLES OF DESIGN TO COMMUNICATE VISUALLY

Performance Standard 2.1 : Identify and Apply the Elements of Design

Performance Indicators : 2.1.1-2.1.5

Performance Standard 2.2 : Identify and Apply the Principles of Design

Performance Indicators : 2.2.1-2.2.3

Performance Standard 2.3 : Identify and Apply the Principles of Typography

Performance Indicators : 2.3.1-2.3.3

Performance Standard 2.4 : Apply Principles and Elements of Design to Layout

Performance Indicators : 2.4.1-2.4.10

CONTENT STANDARD 3.0 : DEMONSTRATE KNOWLEDGE OF THE KEY ASPECTS OF PRODUCTION USING INDUSTRY STANDARD SOFTWARE

Performance Standard 3.1 : Demonstrate Knowledge of Concept Development

Performance Indicators : 3.1.1

Performance Standard 3.2 : Demonstrate Knowledge of Image Creation and Manipulation

Performance Indicators : 3.2.1-3.2.6

Performance Standard 3.3 : Demonstrate Applications of Media Outputs

Performance Indicators : 3.3.1-3.3.2

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Performance Standard 3.4 : Demonstrate Knowledge of the Graphic Design Workflow to Increase Success and Productivity

Performance Indicators : 3.4.1-3.4.4

Performance Standard 3.5 : Identify and Apply the Design Process

Performance Indicators : 3.5.1-3.5.2

Performance Standard 3.6 : Demonstrate Knowledge of Branding and Corporate Identity

Performance Indicators : 3.6.1-3.6.2

CONTENT STANDARD 4.0 : DEMONSTRATE KNOWLEDGE OF ETHICAL AND LEGAL ISSUES RELATED TO GRAPHIC DESIGN

Performance Standard 4.1 : Demonstrate Knowledge of Copyright and Intellectual Property Law

Performance Indicators : 4.1.1-4.1.5

Performance Standard 4.2 : Demonstrate Ethical Behavior as it Relates to the Industry

Performance Indicators : 4.2.1-4.2.5

CONTENT STANDARD 5.0 : CREATE AND MAINTAIN A PERSONAL PORTFOLIO

Performance Standard 5.1 : Create and Maintain a Personal Portfolio

Performance Indicators : 5.1.1-5.1.3

Performance Standard 5.2 : Demonstrate the Process of Evaluating Portfolios

Performance Indicators : 5.2.1-5.2.2

EMPLOYABILITY SKILLS FOR CAREER READINESS STANDARDS

CONTENT STANDARD 1.0 : DEMONSTRATE EMPLOYABILITY SKILLS FOR CAREER READINESS

Performance Standard 1.1 : Demonstrate Personal Qualities and People Skills

Performance Indicators : 1.1.1-1.1.7

Performance Standard 1.2 : Demonstrate Professional Knowledge and Skills

Performance Indicators : 1.2.1-1.2.10

Performance Standard 1.3 : Demonstrate Technology Knowledge and Skills

Performance Indicators : 1.3.1-1.3.4

ALIGNMENT TO COMMON CORE AND STATE SCIENCE STANDARDS*

English Language Arts: Reading Standards for Literacy in Science and Technical Subjects
Writing Standards for Literacy in Science and Technical Subjects
Speaking and Listening

Mathematics: Mathematical Practices

***** Refer to the Graphic Design Standards for alignment by performance indicator

COMPLEMENTARY COURSE(S):

Programs that utilize the complementary courses can include the following courses. The Advanced Studies course allows for additional study through investigation and in-depth research.

COURSE TITLE:	**Graphic Design Advanced Studies**
ABBR. NAME:	**GRAPHIC DESG AS**
CREDITS:	**1**
LEVEL:	**AS**
CIP CODE:	**50.0409**
PREREQUISITE:	**Graphic Design III**
CTSO:	**SkillsUSA / FBLA**

COURSE DESCRIPTION

This course is offered to students who have achieved all content standards in a program whose desire is to pursue advanced study through investigation and in-depth research. Students are expected to work independently or in a team and consult with their supervising teacher for guidance. The supervising teacher will give directions, monitor, and evaluate the students' topic of study. Coursework may include various work-based learning experiences such as internships and job shadowing, involvement in a school-based enterprise, completion of a capstone project, and/or portfolio development. This course may be repeated for additional instruction and credit.

TECHNICAL STANDARDS

Students have achieved all program content standards and will pursue advanced study through investigation and in-depth research.

EMPLOYABILITY SKILLS FOR CAREER READINESS STANDARDS

Students have achieved all program content standards and will pursue advanced study through investigation and in-depth research.

SAMPLE TOPICS

- Student Assistant
- Portfolio Development
- CTSO Leadership
- Internship

COMPLEMENTARY COURSE(S):
RECOMMENDED STUDENT PERFORMANCE STANDARDS

Programs that utilize the complementary courses can include the following courses. The lab courses allow additional time to be utilized in developing the processes, concepts, and principles as described in the classroom instruction. The standards and performance indicators for each lab course are shown in the corresponding course listed in the previous section.

COURSE TITLE:	**Graphic Design II LAB**
ABBR. NAME:	**GRAPHIC DESG II L**
CREDITS:	**1**
LEVEL:	**L2L**
CIP CODE:	**50.0409**
PREREQUISITE:	**Concurrent enrollment in Graphic Design II**
CTSO:	**SkillsUSA / FBLA**

COURSE DESCRIPTION

This course is designed to expand the students' opportunities for applied learning. This course provides an in-depth lab experience that applies the processes, concepts, and principles as described in the classroom instruction. The coursework will encourage students to explore and develop advanced skills in their program area. The appropriate use of technology and industry-standard equipment is an integral part of this course.

COURSE TITLE:	**Graphic Design III LAB**
ABBR. NAME:	**GRAPHIC DESG III L**
CREDITS:	**1**
LEVEL:	**L3L**
CIP CODE:	**50.0409**
PREREQUISITE:	**Concurrent enrollment in Graphic Design III**
CTSO:	**SkillsUSA / FBLA**

COURSE DESCRIPTION

This course is designed to expand the students' opportunities for applied learning. This course provides an in-depth lab experience that applies the processes, concepts, and principles as described in the classroom instruction. The coursework will encourage students to explore and develop advanced skills in their program area. The appropriate use of technology and industry-standard equipment is an integral part of this course.